

James Marscheider

"It's About Bringing Our Sales Team Into The Social Marketing Element"



Case Study

James Marscheider
Marketing Director,
CloudCall

Website

<https://www.cloudcall.com/>

Industry

SaaS

Employee Count

51-200

About CloudCall

CloudCall were founded in 2012 with their HQ based in Leicester. They have 43,000 active users across the platform worldwide, equating to over 92M minutes of calls in 2018.

They value expertise, innovation, care and friendliness. The result: innovative technology to improve business communication through your CRM.

About James Marscheider

As Marketing Director at CloudCall, James ensures a creative, innovative and enthusiastic approach to leadership which enables excellent brand management.

His specialities include strategy and planning, communications and lead and demand generation.

"We are not in it for the likes, clicks and comments, we are about expanding our content across the network and getting people to the website to investigate CloudCall more."

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"LinkedIn isn't widely used across the business, historically there's been a lot of reservation around posting on social media platforms."

James Marscheider
Marketing Director,
CloudCall

Previous Challenges

The sales team were not posting enough or at all

The executive team were not very active on socials

Employees had a lack of understanding to why posting on socials was key

Continuous asking of sales team to post on socials

CloudCall operates in Leicester, Boston and Sydney. This only increased their challenge of ensuring the sales team shared posts that represented both the company and their own personal brands. James wanted to educate the sales team on why they should be active on socials and how it would impact them personally.

James began using HootSuite to link the companies different locations together as a scheduling tool for different time zones. However, the purpose wasn't to get the sales team on board for this.

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"For the price we pay, Paiger has helped me build the bridge between sales and marketing and expand into a new network so, it's the sum of the parts that makes Paiger what it is."

"We've seen a 10% increase in website traffic since being live with Paiger... there's no coincidence in that."

James Marscheider
Marketing Director,
CloudCall

Why Paiger?

Paiger offers a reasonably priced product to help build a bridge between the sales and marketing teams, and the network James wants to expand into. James believes we created a product which removes his challenges:

- Each sales person can speak with their tone of voice in a personalised manner
- Content is shared to a wider audience
- Paiger is open to suggestions to maximise CloudCall's benefits



10% increase website traffic



Personalised posts



Engagement visibility via
Google Analytics

1. Paiger is responsible for 10% of CloudCall's website traffic
2. The sales team can share personalised content that both promotes the company and their own personal brand
3. Tracking allows efforts of social marketing to come to light